

Message Text

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PAGE 01 BRUSSE 02646 172034Z

46

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 FRB-01 INR-07

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FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 6349

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UNCLAS BRUSSELS 02646

E.O. 11652: N/A

TAGS: BEXP,BE

SUBJECT: TRADE MISSION: MEDICAL EQUIPMENT AND HEALTH CARE

REF: BRUSSELS 01466

1. EMBASSY REQUESTS COMMERCE TO INFORM PARTICIPANTS IN PLANNED TRADE MISSION THAT, IN ADDITION TO CONTACTS AND MEETINGS WITH POTENTIAL AGENTS, DISTRIBUTORS AND END-USERS, WE WILL ALSO INVITE MAJOR MANUFACTURERS IN BELGIUM OF THIS TYPE OF EQUIPMENT. IN OUR DEALINGS WITH FABRIMETAL (METAL INDUSTRY'S FEDERATION WHICH GROUPS, AMONG OTHERS, MANUFACTURERS OF LABORATORY AND HOSPITAL EQUIPMENT), WE HAVE ENCOUNTERED STRONG INTEREST IN EXPIRATION OF FUTURE LICENSING ARRANGEMENTS AND JOINT VENTURES. WE ACCEDED TO REQUEST OF FABRIMETAL OFFICIAL THAT MANUFACTURERS BE INCLUDED IN SEMINAR AND MEETINGS BEING SET UP FOR TRADE MISSION.

2. BELGIUM IS NOT INSIGNIFICANT MANUFACTURERS OF THIS TYPE OF EQUIPMENT. ITS ANNUAL PRODUCTION IS APPROXIMATELY 1.5 BILLION BELGIAN FRANCES ACCORDING TO FABRIMETAL, THIS INDUSTRY IS NOW IN FULL DEVELOPMENT STATE AND TURNOVER. WE EMPHASIZED TO FABRIMETAL THAT CUSTOMARILY FIRST STEP IN DEVELOPING RELATIONSHIP IS THROUGH REPRESENTATION
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PAGE 02 BRUSSE 02646 172034Z

AND DIRECT SALES WITH LICENSING AND/OR JOINT VENTURE TO FOLLOW.

3. PLEASE INFORM US WHICH COMPANIES WOULD BE PREPARED TO MEET
WITH BELGIAN MANUFACTURERS TO EXPLORE ABOVE-
MENTIONED POSSIBILITIES.
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NNN

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